

**Corona del Mar Business Improvement District Board Meeting**  
**Board Meeting Minutes - January 28, 2016**

City of Newport Beach City Hall  
Corona del Mar Conference Room, 1<sup>st</sup> Floor, Bay E  
100 Civic Center Drive, Newport Beach, CA

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:34 a.m.

**II. Roll Call**

Chairman Svalstad invited everyone in attendance to introduce themselves.

Board Members Present:

Chairman Svalstad, Vice Chairman Laidlaw, Secretary Prause; Director Walker; Director Kianipur, Director Lim, Director LaFleur

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guests:

Matt Cosylon, Newport Beach Code Enforcement; Zach Michael, Newport Beach Code Enforcement; Cassi Palmer, Newport Beach Code Enforcement; Sarah Hall, Newport Beach Independent; Ron Yeo; Michelle Peschel; Ed Hanley; and Danielle Rivas

**III. Public Comments on Agenda Items**

None.

**IV. Approval of Minutes**

MOTION: Vice Chairman Laidlaw made a motion to approve the December 3, 2015, CdM BID Board Minutes. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Walker, LeFleur, Lim, Kianipur, Prause

**V. Current Business**

**a. City Council Report:** No City Council members were present. Chairman Svalstad reported that he attended the City Council special planning session for CIP project priorities to support the BID's interests.

**b. City Code Enforcement Staff Update:** Representatives from the City of Newport Beach code enforcement staff for the commercial corridors on E. Coast highway gave a brief presentation. They stated that their aim for the 2016 calendar year is to conduct more business outreach and education. Code Enforcement Officer Michael reported that he is in charge of signage and refuse and compliance with City business licenses. Ms. Leonhard invited code enforcement to email her any notices or alerts that they would like to get out to the businesses.

**c. BID Project Updates**

- i. **Parking Management Plan (Walker/Laidlaw):** The parking sub-committee met with Council Member Keith Curry to discuss how to create a revenue source in Corona del Mar to facilitate parking relief. The conclusion reached after the input and knowledge from Council Member Curry is that Corona del Mar does not have enough metered space to be bondable. In order to have a large enough revenue stream to be bondable, a parking district would have to be formed in all of Newport Beach, not Corona del Mar specifically.

It was discussed that the City will be using trolleys for transportation on the Peninsula in the future, and the potential benefits of a trolley in the Corona del Mar business district were discussed. Given the above information, it was determined that the parking sub-committee would regroup to reestablish its priorities.

- ii. **Marguerite & PCH Project (Svalstad):** Chairman Svalstad reported that the design plans and budget proposal for components to this project have not been completed and will be presented at the next meeting.
- iii. **Tree Well Maintenance (Laidlaw):** Vice Chairman Laidlaw reported that the landscape maintenance and improvements are up to date. The Corona del Mar business district is slowly transitioning to an all drip system that seems to be working well.
- iv. **Newspaper Racks (Kianipur):** Ms. Leonhard will set up a meeting for Mr. Kianipur and Mr. Yeo to meet with the Newport Beach traffic engineer to determine what is needed to move the newspaper rack project forward.

- d. **Financial Report:** The BID still needs to collect from the major corporations that have not yet paid their annual dues. In addition, it was discussed that the BID prioritized its projects for the fiscal year 2015-2016 in preparation for the City Planning Session to outline the City's CIP project priorities. This item to be further discussed on future meeting agenda.

MOTION: Director Walker made a motion to receive and file the financial reports for December 2015. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Walker, LeFleur, Lim, Kianipur, Prause

**e. Nomination of Board Member to Fill Unscheduled Vacancy (Svalstad)**

The Board reviewed the received applications to fill the one open Corona del Mar Board seat. Ms. Peschel and Mr. Hanley each gave brief speeches about why they believe they should be elected to serve on the Corona del Mar BID Board. The BID Board voted on the applicants for the open Board Seat and the tallied votes were as follows:

- For Mr. Hanley: Chairman Svalstad, Vice Chairman Laidlaw, Secretary Prause and Director Lim.
- For Ms. Peschel: Director Walker, Director LeFleur and Director Kianipur.

MOTION: Director Walker made a motion to nominate Mr. Hanley for appointment by the City Council to fill the term of the open seat through June 30, 2016. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Laidlaw, Walker, LeFleur, Lim, Kianipur, Prause

**f. Administration & Marketing Report (Leonhard)**

**i. Corona del Mar BID Annual Meeting**

MOTION: Director LeFleur made a motion to hold the annual meeting on April 20, 2016 at Sherman Gardens. Director Lim seconded the motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Laidlaw, Walker, LeFleur, Lim, Kianipur, Prause

**ii. Website Development Update**

Ms. Leonhard reported that the developer is currently clearing documents requested by the City in order to enter into the development agreement.

**g. CdM Chamber Report (Leonhard)**

Ms. Leonhard reported that local merchants are taking an interest in creating a “Local’s Night” for the Business District. It is envisioned to be a monthly event on the last Tuesday of every month. The group is having another meeting on February 16, 2016 to further discuss. On the Local’s Night, the area businesses would stay open later and have special promotions and music. In addition, this group would also like to spearhead a “Spring Walk” in the Business District.

It was noted that there was possibly a disconnection between this group, the BID, and the Chamber. It was discussed how to get the local business owners more engaged and involved. Ms. Leonhard discussed working on a CdM App, a district retail brochure with a map, and the development of the “Shop CdM” online and social media presence.

**VI. Corona del Mar BID Announcements or Matters which Members Would Like Placed on a Future Agenda for Discussion or Action or Report (Non-Discussion Items)**

None.

**VII. Public Comments on Non-Agenda Items**

None.

**VIII. Next Meeting**

The next BID meeting is scheduled for February 25, 2016.

**IX. Adjournment**

MOTION: Director Walker made a motion to adjourn the meeting. Secretary Prause seconded the Motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Laidlaw, Walker, LeFleur, Lim, Kianipur, Prause

The meeting adjourned at 9:27 a.m.